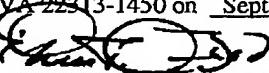


SEP 29 2008

AMENDMENT TRANSMITTAL LETTER			ATTORNEY'S DOCKET NO.: 0264-1			
SERIAL NUMBER: 10/072,647	FILING DATE: February 6, 2002	EXAMINER: Jeffrey D. Carlson	GROUP ART UNIT: 3622			
INVENTION: <b>METHOD AND APPARATUS FOR TARGETED MARKETING</b>						
INVENTOR(s): Timothy Tianyi Chen						
TO THE ASSISTANT COMMISSIONER FOR PATENTS: Transmitted herewith is an amendment in the above-identified application. The fee has been calculated as shown below.						
<b>CLAIMS AS AMENDED</b>						
(1)	(2) CLAIMS REMAINING AFTER AMENDMENT	(3)	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) NO. OF EXTRA CLAIMS PRESENT	(6) RATE	(7) ADDITIONAL FEE
TOTAL CLAIMS	15	MINUS	20	0	X \$25	0.00
INDEP. CLAIMS	2	MINUS	3	0	X \$100	0.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$ 0.00	
<p>* If the entry in column 2 is less than the entry in column 4, write "0" in column 5.      ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.      *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space.</p> <p><input checked="" type="checkbox"/> No additional fee is required.</p> <p><input type="checkbox"/> Charge \$ _____ to Deposit Account No. _____ A triplicate copy of this sheet is enclosed.</p> <p><input type="checkbox"/> The undersigned petitions for revival of this application under 37 C.F.R. 1.137(b) and submits a check for \$ _____ to cover the petition fee _____.</p> <p><input type="checkbox"/> Applicants hereby claim small entity status.</p> <p><input checked="" type="checkbox"/> Charge any additional fees to Deposit Account No. 50-3832.</p>						
September 29, 2008			 <hr/> Signature Ernest D. Buff <small>Attorney Name</small>			
(908) 901-0220			25,833 <small>Reg. Number</small>			
<p>I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on <u>September 29, 2008</u>,  <u>Or facsimile transmitted to: (571) 273-8300</u></p> <p>  <small>(Signature)</small></p> <hr/> Ernest D. Buff <small>Attorney of Record</small>						
September 29, 2008 <small>(Date)</small>						

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	Timothy Tianyi Chen	Group Art Unit:	3622
Serial No.:	10/072,647	Examiner:	Jeffrey D. Carlson
Filed:	February 6, 2002		
For:	<b>METHOD AND APPARATUS FOR TARGETED MARKETING</b>		
Docket No.:	0264-1		

Bedminster, NJ 07921  
September 29, 2008

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**RESPONSE UNDER 37 CFR 1.116**

In response to the Final Office Action dated June 27, 2006, kindly enter this response in the above-identified application:

Remarks/Arguments begin on page 2 of this paper.